

ABSTRACT OF THE DISCLOSURE

To provide a drive circuit, a drive method, a display device, and a projection display device capable of increasing contrast of an image a mean gray level (first gray level characterizing brightness) G_f is detected from an image signal DATA per unit time. On the basis of the mean gray level G_f , a variation signal ΔS is set. By supplying the variation signal ΔS to an opposing electrode, the image signal DATA applied to a liquid crystal layer is modulated. In accordance with an increase in the mean gray level G_f , the gray level of an effective signal applied to the liquid crystal layer (image signal modulated using the variation signal ΔS) is set to be greater than the gray level of the unmodulated image signal.